

Abstract

Title: Marketing strategy of the Gigathlon Czech sport event

Objectives: The main aim of this diploma thesis is to propose a marketing strategy that should lead to the increase in the number of participants of sport event Gigathlon Czech. This marketing strategy contains the individual elements of the communication and price strategy, from the point of view of creating the starting fee.

Methods: Methods of expert sources, analysis, synthesis and comparison were used in the research and completion of the project. Primary and secondary data collection was used as a complement to these methods. The description of the professional resources can be found in the chapter called Theoretical Basis. Further research was carried out, analysis of the Swiss model, popularity of sports in the Czech Republic, analysis of participants of the sporting event Gigathlon Czech, analysis of the return of participants, competitive competitions and SWOT analysis..

Results: The result of this diploma thesis is a marketing plan that was compiled for the current year 2019 and contains proposals that could be applied to the years 2020 and 2021. It is composed of the main and partial steps. The main steps include the modification of the concept in the form of category extension and rise of the starting fee; these steps have already been applied for the upcoming event. Determination of the location made in past and definition of the target group serve as background for the next years of this event. The sub-steps include the idea of creating a so-called race series through a one-day shortened version of the race held in Prague and the inclusion of the Spring Gigathlon. Another recommendation is to use the ambassadors of this event to build a more effective communication strategy of the race.

Keywords: Gigathlon Czech, marketing communication, pricing strategy, extreme races